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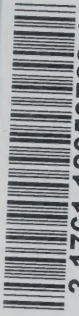
Women's  
Bureau

# Affirmative Action for Women in Ontario

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Survey of the Incidence and Scope  
of Affirmative Action Activities  
for Women in Ontario: A Summary



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AFFIRMATIVE ACTION FOR WOMEN IN  
ONTARIO

*Survey of the  
Incidence and Scope of Affirmative Action Activities  
for Women in Ontario*

*A Summary*

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ONTARIO MINISTRY OF LABOUR  
Research Branch, Women's Bureau  
March 14, 1980





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## Highlights of the Survey

On the

### Affirmative Action for Women

In Ontario

- This survey was conducted by telephone through a structured questionnaire. The universe consisted of 3,379 firms with 100 or more employees and excluding the mining, forestry and construction industries; there were 1,804 respondents.
- Of the 1,804 respondents, 80.3 per cent claimed awareness of the term and/or the concept of affirmative action.
- 710 firms claimed to have some affirmative action activities for women.
- 372 firms (20.6 per cent) claimed to have a formal affirmative action program, as defined by Women's Bureau criteria; 338 firms (18.7 per cent) reported informal affirmative action activities.
- The trade industry had the highest proportion of involved firms, with 43.4 per cent (140 of 323 firms) reporting affirmative action activities.
- The service industry, which employs 40.5 per cent of Ontario's total female labour force, indicated the highest number of formal affirmative action programs with 24 per cent (60 of 250 firms) reporting.
- The largest firms - those with 1,000 employees or more - reported the greatest incidence of affirmative action activities.
- Involvement in affirmative action was claimed by 36.7 per cent of Canadian-owned firms and by 48.8 per cent of U.S. subsidiaries.







## AFFIRMATIVE ACTION FOR WOMEN IN ONTARIO

### I. INTRODUCTION

The Women's Bureau of the Ontario Ministry of Labour, which provides a consulting service to employers and unions concerned about encouraging equal opportunities for women, undertook a survey of the incidence and scope of Affirmative Action activities for women among private sector employers in Ontario. This Survey was carried out by Canadian Facts for the Women's Bureau and the Research Branch of the Ministry of Labour in March 1979.

The term 'Affirmative Action' for women, as used in the Survey, is defined as:

a plan or activity designed to equalize employment opportunities and broaden career options for women. These activities mean that employers take special measures that go beyond existing anti-discrimination and equal pay laws. These measures are designed to eliminate barriers that have restricted women to a narrow range of occupations.

The objectives of the Survey were:

- (a) to obtain information on employer familiarity with and understanding of "Affirmative Action", and
- (b) to determine the extent to which private sector employers have activities related to Affirmative Action.

### Methodology

The Survey was based on the universe of firms that have 100 or more employees in Canada and head offices in Ontario. Included in the Survey were single-establishment and multiple-establishment firms whose head office is in Ontario, whether they are Canadian-owned or U.S. subsidiaries.

The universe consisted of 3,379 firms operating throughout the Province of Ontario which in August 1978 had 100 or more employees.





The sample design and actual sampling operations were carried out by Dun and Bradstreet Canada Limited, which provided a list of firms containing the name of the firm, its address, the name of the president or contact person, telephone number, the total number of employees, and the firm's S.I.C number. Firms that constituted the universe of the Survey were stratified by size (number of employees), industry type and location (see Table 1). The industries represented in the Survey were manufacturing; transportation, communications and other utilities; trade; finance, insurance and real estate; and community, business and personal services (excluding education, and medicine, health and related services). Of the universe, 1,804 firms responded to the Survey.

Data were collected through telephone interviews, using a structured questionnaire specifically designed for the Survey (see Appendix A). The interviewing was done from Canadian Facts' central telephone facility in Toronto under the supervision of qualified and trained monitoring supervisors (one for every ten interviewers), who were responsible for listening to, recording, validating, and evaluating the quality of the interviewers' work.

The person responsible for or most knowledgeable about Affirmative Action activities for women in a firm included in the Survey was defined as the 'respondent'. Special procedures were developed so as to correctly identify the appropriate person in each company to be interviewed. A verification question was asked in order to establish that the individual was in fact the appropriate spokesperson for the company.

#### Characteristics of the Respondents

The 1,804 firms responding to the survey have the following characteristics:

- 78.1 per cent are Canadian-owned and 21.9 per cent are U.S. subsidiaries;
- 37.6 per cent are single establishment firms; 62.4 per cent have multiple establishments;
- female employees make up less than one-third of the workforce in 36.1 per cent of the firms and over two-thirds in 17.5 per cent of the firms. 46.4 per cent of the respondents have 34-68 per cent female employees;
- over half the reporting firms were in manufacturing, but only 6.2 per cent in transportation, communications and other utilities (see Table 1.)

The majority of the reporting firms (80.4 per cent), as might be expected, are located in the Central Ontario planning region.<sup>1</sup> Figures for other regions are included in Table 1.

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<sup>1</sup>The five planning regions recognized by the Ministry of Treasury and Economics are: Eastern Ontario, Central Ontario, Southwestern Ontario, Northeastern Ontario, and Northwestern Ontario. For regional boundaries, see Appendix B.





Table 1

Distribution of Total and Reporting Firms by Size of Firm,  
Industry Type and Planning Regions, Ontario

	Total No. of Firms	Firms Reporting		per cent Completion
		Number	Per cent	
<u>Size of Firm</u>				
1,000 or more employees	429	244	13.5	56.9
500 - 999               "	348	186	10.3	53.4
100 - 499               "	2,602	1,374	76.2	52.8
Total:	3,379	1,804	100.0	53.4
<u>Industry Type:</u>				
Manufacturing		906	50.2	
Transportation, Commu- nication and Other Utilities		112	6.2	
Trade		323	17.9	
Finance, Insurance and Real Estate		213	11.8	
Community, Business and Personal Services (Excluding Education, Health and related Services)		250	13.9	
Total:	3,379	1,804	100.0	53.4
<u>Planning Region:</u>				
Eastern Ontario	231	130	7.2	56.3
Central Ontario	2,744	1,451	80.4	52.9
Southwestern Ontario	290	167	9.3	57.6
Northeastern Ontario	79	40	2.2	50.6
Northwestern Ontario	35	16	0.9	45.7
Total:	3,379	1,804	100.0	53.4





## II. AWARENESS OF THE AFFIRMATIVE ACTION CONCEPT

Of the 1,804 respondents, over half (55.2 per cent)<sup>2</sup> were aware of the Affirmative Action concept based solely on the term. Those who were not aware of the concept were read the definition and were then asked if they had ever heard of the concept; 56 per cent (451) of this group, when aided, recognized and claimed awareness of the concept.

Total awareness<sup>3</sup> of the concept, with or without the provision of a definition, was claimed by 80.3 per cent (1,449) of the respondents.

### Awareness - By Size of Firm<sup>4</sup>

Awareness of Affirmative Action based solely on the term varied according to the size of the firm. The greatest awareness (77.9 per cent) was reported by the largest firms - those with 1000 or more employees. Of firms with 500-999 employees, 62.4 per cent of the respondents indicated awareness, and only 50.2 per cent of the smallest (100-499 employees).

The relationship between awareness and the size of the firm remained unchanged when data on total awareness were examined. The percentages of firms reporting total awareness were 88.9 per cent, 81.2 per cent, and 78.7 per cent for large, medium and small size firms, respectively.

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<sup>2</sup>Throughout this report figures given in brackets denote the actual number or per cent of firms reporting in the Survey.

<sup>3</sup>per cent awareness, unless otherwise mentioned, refers to total awareness throughout this report.

<sup>4</sup>Size of Firm categories are:

Large size Firm = 1,000 or more employees  
Medium size Firm = 500 - 999 employees  
Small size Firm = 100 - 499 employees



Awareness - By Industry Type

Awareness of Affirmative Action varied from one industry to another. The largest proportion of firms reporting awareness was in finance, insurance and real estate (86.3 per cent). Next were trade (81.7 per cent) manufacturing (79.3 per cent) community, business and personal services (78.8 per cent), and transportation, communications and other utilities (75.9 per cent).

Awareness - By Corporate Status/Ownership

A greater proportion of U.S. subsidiaries (87.3 per cent) than of Canadian-owned firms (78.3 per cent) were aware of Affirmative Action.





### III INVOLVEMENT IN AFFIRMATIVE ACTION ACTIVITIES

Based on Women's Bureau criteria (see Appendix C) which evaluate the intention, commitment and action reported by the Survey firms, those claiming Affirmative Action activities were classified into two groups: (a) firms having formalized Affirmative Action activities and (b) firms having non-formalized Affirmative Action activities.

Of the 1,804 firms reporting, 39.3 per cent (710) claimed that they had Affirmative Action activities for women.

Survey data show that 20.6 per cent of the reporting firms had formalized Affirmative Action activities and 18.7 per cent had non-formalized Affirmative Action activities.

#### Involvement - By Size of Firm

Survey data indicate that 48.0 per cent of large size firms, 38.2 per cent of medium sized firms, and 38.0 per cent of small firms were involved in Affirmative Action activities. The extent to which these firms had formalized activities is shown in the following table:

Table 2  
Distribution of Firms by Type of Affirmative Action Activity

Size of Firm (Employees)	Affirmative Action Activities			
	Formalized		Non-Formalized	
	N	%	N	%
1,000 or more	66	27.0	51	20.9
500 - 999	40	21.5	31	16.7
100 - 499	266	19.4	256	18.6
Total:	372	20.6	338	18.7

#### Involvement - By Industry Type

The highest proportion of firms involved in Affirmative Action activities was in trade (43.4 per cent). Next was manufacturing (39.9 per cent), finance, insurance and real estate (37.9 per cent), community, business and personal services (37.6 per cent), and transportation, communications and other utilities (29.4 per cent).

Foremost among those involved in formalized Affirmative Action activities were firms in community, business and personal services (24.0 per cent). This industry group, which employs 40.5% of Ontario's total female labour force, is the largest employer of females in the Province.





The trade industry, which is the second-largest employer of females (20.5% of Ontario's total female labour force), had the second-highest proportion of firms with formalized Affirmative Action activities. Twenty-two per cent of the firms in this industry group had formalized activities.

In the finance, insurance and real estate industry, which employs only 7.9 per cent of Ontario's female labour force, 21.5 per cent of the responding firms were involved in formalized Affirmative Action activities for women.

In the manufacturing industry, which employs 16.5 per cent of Ontario's female labour force -- the third highest -- 19.6 per cent of the responding firms were involved in formalized Affirmative Action activities for women.

In transportation, communications and other utilities, which employs only 3.9% of Ontario's female labour force, 15.1% of the responding firms had formalized Affirmative Action activities.

Non-formalized Affirmative Action activities, were more common in the trade industry, with 21.4 per cent. It was followed by manufacturing (20.3 per cent), finance, insurance and real estate (16.4 per cent), transportation, communications and other utilities industries (14.3 per cent), and community, business and personal services industries (13.6 per cent).

#### Involvement - By Corporate Status/Ownership

Nearly half (48.8 per cent) of the U.S. subsidiaries and only 36.7 per cent of the Canadian-owned firms claimed involvement in Affirmative Action activities for women. These figures include 27.1 per cent of the U.S. subsidiaries and 18.8 per cent of the Canadian firms which have formalized Affirmative Action activities and 21.8 per cent of the U.S. subsidiaries and 17.9 per cent of the Canadian-owned firms which have non-formalized activities.



#### IV CHARACTERISTICS OF AFFIRMATIVE ACTION ACTIVITIES

##### A. Formalized\*

Among the firms classified as having formalized Affirmative Action activities (n=372, 20.6 per cent of the total reporting firms), 29.5 per cent had appointed or designated a person to coordinate the Affirmative Action activities for women and 26.6 per cent had introduced career development program(s) designed specifically for the advancement of women. The appointment of a coordinator and the introduction of a career development program were considered by the Women's Bureau as the most important feature of a firm's commitment to Affirmative Action activities.

Among other activities, the most noteworthy were the following:

Activity	Per cent of Firms with Formalized Activities (372)	Per cent of Total Reporting (Firms 1,804)
1. Examination Pay Classification for Possible Sex Bias	92.7	19.1
2. Introducing a Policy of Job Advertisement Specifically Inviting Both Men and Women to Apply	90.4	18.6
3. Examining and Revising Company Printed Matter, Job Titles, etc. to Remove Possible Sex Bias	90.0	18.6
4. Introducing a Policy of Employing Qualified Women in Male-Stereotyped Occupations/Positions	89.3	18.4
5. Making Management Aware of Possible Discriminatory Practices	85.2	17.6
6. Introducing a Policy for Advancement of Women to Management/Supervisory Positions	85.2	17.6
7. Introducing an Active Program of Recruiting Women for Jobs at all Levels	75.3	15.5

\* All percentage figures in this section refer to the proportion of firms reporting affirmative action activities, unless otherwise specified.





### By Size of Firm

Among firms classified as having formalized Affirmative Action, 43.9 per cent of the large firms, 37.5 per cent of the medium sized firms and 24.8 per cent of the small firms had appointed or designated a person to coordinate Affirmative Action activities for women.

A greater percentage of small firms (27.8 per cent) reported having introduced a career development program designed specifically for the advancement of women than did either large or medium-sized firms (25.8 per cent and 20.0 per cent, respectively).

Besides appointing a coordinator of Affirmative Action activities and having a career development program, firms also reported other activities, the most noteworthy of which are given below:

Table 3  
Characteristics of Affirmative Action Activities  
(Base: Total Firms with Formalized Affirmative Action Activities)

Activity	Size of Firm (Employees)		
	1,000 or more	500-999	100-499
	(n=66)	(n=40)	(n=266)
Examined and Revised Company Printed Matter, Job Titles, etc., to Remove Possible Sex Bias	95.5	87.5	89.1
Examined Pay Classification for Possible Sex Bias	92.4	90.0	93.2
Made Management Aware of Possible Discriminatory Practices	89.4	85.0	84.2
Introduced a Policy of Job Advertisement Specifically Inviting Both Men and Women to Apply	84.8	85.0	92.5
Introduced a Policy for Advancement of Women to Managerial/ Supervisory Positions	81.8	85.0	86.1

### By Industry Type

Survey data indicate variations in commitment to Affirmative Action by industry, as indicated by the appointment of a coordinator and the introduction of a career development program. For example, finance, insurance, and real estate, which is primarily under federal jurisdiction and which employs only 7.9 per cent of



Ontario's female labour force, ranked first: 36.8 per cent of its firms appointed or designated a person to coordinate Affirmative Action activities for women. The extent to which other industries had reported such an appointment was 31.9 per cent in manufacturing; 25.3 per cent in trade; 23.6 per cent in transportation, communications and other utilities, and 23.3 per cent in community, business and personal services.

The proportion of firms in each industry that introduced a career development program designed specifically for the advancement for women was 31.0 per cent in trade; 30.5 per cent in finance, insurance and real estate; 26.4 per cent in manufacturing; 21.6 per cent in community, business and personal services; and 17.7 per cent in transportation, communications and other utilities industries.

Besides the two important elements of formalized Affirmative Action activities, i.e., the appointment or designation of a person to coordinate Affirmative Action for women and the introduction of a career development program designed specifically for the advancement of women, firms also reported other Affirmative Action activities, which include the following (Table 4):

Table 4  
Characteristics of Affirmative Action Activities  
(Base: Firms with Formalized Action Activities)

Activity	Industry Type				
	CBP Services	Trade	Mnfg.	Finance	Trans-Comm
	(n=60)	(n=71)	(n=178)	(n=46)	(n=17)
Examined Pay Classification for Possible Sex Bias	91.6	95.8	90.5	97.9	94.1
Introduced a Policy of Employing Women in Male-Steretyped Occupations	90.0	87.3	91.0	84.9	86.3
Examined and Revised Company Printed Matter, Job Titles, etc., to Remove Possible Sex Bias	88.3	85.9	90.4	95.7	94.1
Introduced a Policy of Job Advertisement Specifically Inviting Both Men and Women to apply	85.1	85.9	94.4	89.2	88.4
Introduced a Policy for Advancement of Women to Managerial/Supervisory Positions	83.3	91.5	82.6	89.2	82.5
Introduced an Active Program of Recruiting Women for Jobs at All Levels	78.4	85.9	72.5	63.1	82.3





B. Non-Formalized\*

Among firms with non-formalized Affirmative Action activities for women (n=338), the introduction of a policy of job advertisement specifically inviting both men and women to apply was at the top of the list of activities (74.6 per cent). This figure constitutes 13.97 per cent of the total reporting firms. Other important activities include:

Activity	Per cent of Firms with Non-Formalized Activities (338)	Per cent of Total Reporting Firms (1,804)
1. Examining Pay Classifications for Possible Sex Bias	63.9	11.97
2. Making Management Aware of possible Discriminatory Practices	58.5	10.98
3. Introducing a Policy of Employing Qualified Women in Male-Stereotyped Occupations/Positions	50.3	9.42
4. Examining and Revising Company Printed Matter, to Remove Possible Sex Bias	50.2	9.42

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By Size of Firm

The 338 firms classified as having non-formalized Affirmative Action activities consisted of 51 large-size, 31 medium-sized firms and 256 small firms. The six most noteworthy activities of these firms are shown in the following Table 5(p.12).

By Industry Type

Firms classified as having non-formalized Affirmative Action activities constitute 18.7 per cent of the total reporting firms. Their activities, by industry type, are shown in Table 6 (p.13).

\* All percentage figures in this section refer to the proportion of firms reporting non-formalized affirmative action activities, unless otherwise specified.



Table 5

Characteristics of Affirmative Action Activities  
(Base: Firms with Non-Formal Affirmative Action Activities)

Activity	Size of Firm (Employees)		
	1,000 or more	500-999	100-499
	(n=51) %	(n=31) %	(n=256) %
Introduced a Policy for Job Advertisement specifically Inviting both Men and Women to Apply	72.5	64.5	76.2
Examined Pay Classification for Possible Sex Bias	66.7	71.0	62.5
Made Management Aware of Possible Discriminatory Practices	66.7	61.3	56.6
Introduced a Policy of Employing Qualified Women in Male-Stereo-typed Occupations/ Positions	45.1	41.9	52.3
Examined and Revised Company Printed Matter, Job Titles, etc., to Remove Possible Sex Bias	68.6	58.1	45.7





Table 6

Characteristics of Affirmative Action Activities  
(Base: Firms with non-formalized Affirmative Action Activities)

Activity	Industry				
	CBP Service	Trade	Mnfg.	Finance	Trans-Comm
	(n=34) %	(n=69) %	(n=184) %	(n=35) %	(n=16) %
Introduced a Job Advertisement Policy Specifically Inviting Both Men and Women to Apply	76.5	76.8	75.5	74.4	49.9
Introduced a Policy of Employing Qualified Women in Stereotyped Occupations/Positions	64.7	56.5	48.8	50.3	18.6
Made Management Aware Of Possible Discriminatory Practices	58.8	53.6	57.6	65.7	75.0
Examined Pay Classifications for Possible Sex Bias	58.8	62.3	66.3	71.4	37.5
Introduced a Policy for Advancement of Women to Management/Supervisory Positions	55.9	42.0	37.3	37.3	56.2



### Conclusions

As indicated in the beginning of this report, the Survey was designed to obtain information on private sector employers' familiarity with and understanding of Affirmative Action, and to determine the extent to which these employers have implemented Affirmative Action activities for women. The Survey found that 80.3 per cent (1,449 out of 1,804) of the respondents were aware of the concept of Affirmative Action whether or not a definition of it was provided. Of these, 39.3 per cent reported having any Affirmative Action activities. According to the Women's Bureau criteria, 20.6 per cent of the reporting firms could be classified as having formalized Affirmative Action activities for women.





APPENDIX A

Survey Questionnaire

1. We are talking to various companies about current issues in the area of personnel practices or human resources development. I'd like to ask whether you are familiar with some concepts being examined by industry today.

-a) Are you familiar with the concept of ... (READ LIST) ?

	NO OR NOT SURE	YES
Flex-Time .....	7-1 ...	2
Quality Of Working Life .....	8-1 ...	2
Career And Life Planning .....	9-1 ...	2
Affirmative Action For Women .....	10- 1 ...	2 GO TO Q. 2

We are talking to companies across Ontario about these various issues. In your case, I have been instructed to talk about "Affirmative Action" for women.

Since you are not familiar with the concept, I would like to read to you a definition (READ DEFINITION).

-b) Now that you have heard what "Affirmative Action" for women is, can you remember having heard about it before today?

YES .. 11- 1 GO TO Q. 2 NO ..... 2 GO TO BASIC DATA



2. From what source or sources did you learn about "Affirmative Action" for women ... (DO NOT READ LIST) ?

TELEVISION OR RADIO ..... 12-1  
 NEWSPAPERS OR MAGAZINES ..... 13-1  
 PROVINCIAL (ONTARIO) GOVERNMENT PUBLICATIONS . 14-1  
 FEDERAL GOVERNMENT PUBLICATIONS ..... 15-1  
 WOMEN'S BUREAU ..... 16-1  
 ONTARIO MINISTRY OF LABOUR ..... 17-1  
 PREMIER'S CONFERENCE ..... 18-1  
 TRADE/PROFESSIONAL JOURNALS ..... 19-1  
 OTHER COMPANIES/COLLEAGUES/WORD-OF-MOUTH ..... 20-1  
 OTHER (SPECIFY) \_\_\_\_\_

21-1

- 3-a) Does your firm have "Affirmative Action" activities for women?

YES ..... 22-1 GO TO Q. 4

NO ..... 2

(IF READ DEFINITION OF "AFFIRMATIVE ACTION" IN Q. 1-a), GO DIRECTLY TO Q. 3-c); OTHERWISE, SAY:)

I would like to take a moment to read to you one definition of "Affirmative Action" for women. (READ DEFINITION)

- b) In light of the definition that I have just read, would you say that your firm has undertaken any activities in this area?

YES ..... 23-1 GO TO Q. 4

NO ..... 2

- c) Do you think such activities have relevance for your company?

YES .. 24-1

NO ..... 2

- d) Why does your company not have such activities? (DO NOT READ LIST)

TOO EXPENSIVE, LACK OF FUNDS .25-1  
 LACK OF QUALIFIED WOMEN .....26-1  
 WOMEN ARE NOT RELIABLE .....27-1  
 WOMEN DO NOT APPLY FOR THESE JOBS .....28-1  
 NO ONE AVAILABLE TO IMPLEMENT PROGRAM .....29-1  
 WOMEN ARE NOT STRONG ENOUGH ..30-1  
 WOMEN CAN'T WORK ON THE ROAD .31-1  
 WOMEN ARE NOT RELIABLE--TOO HIGH LEVEL OF ABSENTEEISM 32-1  
 WOMEN BELONG AT HOME .....33-1  
 WOMEN TAKE JOBS AWAY FROM MEN THAT NEED THEM .....34-1  
 OTHER (SPECIFY) \_\_\_\_\_35-  
 \_\_\_\_\_36-  
 (GO TO BASIC DATA) \_\_\_\_\_37-

- e) For what reasons are these activities not relevant? (DO NOT READ LIST)

TOO EXPENSIVE, LACK OF FUNDS .25-1  
 LACK OF QUALIFIED WOMEN .....26-1  
 WOMEN ARE NOT RELIABLE .....27-1  
 WOMEN DO NOT APPLY FOR THESE JOBS .....28-1  
 NO ONE AVAILABLE TO IMPLEMENT PROGRAM .....29-1  
 WOMEN ARE NOT STRONG ENOUGH ..30-1  
 WOMEN CAN'T WORK ON THE ROAD .31-1  
 WOMEN ARE NOT RELIABLE--TOO HIGH LEVEL OF ABSENTEEISM 32-1  
 WOMEN BELONG AT HOME .....33-1  
 WOMEN TAKE JOBS AWAY FROM MEN THAT NEED THEM .....34-1  
 OTHER (SPECIFY) \_\_\_\_\_35-  
 \_\_\_\_\_36-  
 (GO TO BASIC DATA) \_\_\_\_\_37-





4. As part of your firm's "Affirmative Action" activities for women, have you ...  
(READ LIST) ?

	<u>YES</u>	<u>NO</u>
-a) Appointed Or Designated A Person To Co-ordinate The "Affirmative Action" Activities For Women .....	38-1 ...	2
-b) Introduced A Career Development Program Or Programs Designed Specifically For The Advancement Of Women .....	39-1 ...	2

(IF READ DEFINITION OF "AFFIRMATIVE ACTION" IN EITHER Q. 1-a) OR Q. 3-a)  
GO DIRECTLY TO Q. 5. OTHERWISE, SAY:)

Before continuing, just to ensure that we have the same understanding of  
"Affirmative Action" for women, I would like to read to you a brief definition.  
(READ DEFINITION)

5. Now, I would like to ask you some further questions about your "Affirmative  
Action" activities. I am going to read to you a list of possible activities  
in which your company may or may not be engaged because they may or may not  
be appropriate for your firm. For each, please indicate by answering "Yes"  
or "No" whether your company has such an activity.

Has your firm ... (READ LIST) ?

	<u>YES</u>	<u>NO</u>
-a) Established A Committee/Task Force For The Advancement Of Women .....	40-1 ...	2
-b) Introduced Training Programs Specifically Designed For Women .....	41-1 ...	2
-c) Introduced An <u>Active Program</u> Of Recruiting Women For Jobs At All Levels .....	42-1 ...	2
-d) Made Management Aware Of Possible Discriminatory Practices .....	43-1 ...	2
-e) Introduced A Policy Of Job Advertisement <u>Specifically Inviting Both Men And Women</u> To Apply .....	44-1 ...	2
-f) Introduced A Policy Of Collecting And Distributing Material Pertaining To Women's Issues .....	45-1 ...	2
-g) Examined And Revised Company Printed Matter, Job Titles, etc., To Remove Possible Sex Bias .....	46-1 ...	2
-h) Examined Pay Classifications For Possible Sex Bias .....	47-1 ...	2
-i) Introduced A Standard Job Evaluation System	48-1 ...	2
-j) Introduced A Policy For Advancement Of Women To Managerial/Supervisory Positions .	49-1 ...	2
-k) Introduced A Policy Of Employing Qualified Women In Male-Stereotyped Occupations/ Positions .....	50-1 ...	2



6-a) Are there any other activities in your firm which you consider to be "Affirmative Action" activities that I haven't already mentioned?

YES ..... 51- 1

NO ..... 2 GO TO Q. 7

-b) Would you please describe them?

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52-

53-

54-

7. And can you tell me in what year did your company first introduce the "Affirmative Action" activities for women?

Year: 19 \_\_\_\_\_ 55-  
56-

# BASIC DATA

In order to help classify our data, I'd like to ask you these last questions.

A. (IF "SINGLE LOCATION" BLANK ON INDEX CARD, ASK:) Roughly how many of your employees in Canada are employed in Ontario?

1,000 And Over ..... 57-1  
500 To 999 ..... 2  
100 To 499 ..... 3  
20 To 99 ..... 4

B. SEX: (OBSERVE) Male ..... 58-1  
Female ..... 2

C. Can you tell me what percentage of your employees in Ontario are female?

59-  
% 60-  
(SPECIFY) 61-

D. NAME OF RESPONDENT: Mr./Miss/Mrs. \_\_\_\_\_  
(WRITE IN)

Thank you for your co-operation.

"I hereby certify that the information on this questionnaire represents the statements of the respondent named during an interview conducted by me personally over the telephone."

Signed: \_\_\_\_\_  
(INTERVIEWER'S SIGNATURE)

DATE: \_\_\_\_\_

EMPLOYEE NO: \_\_\_\_\_

STAPLE RECORD OF CALL TO QUESTIONNAIRE.

## OFFICE USE ONLY

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63-  
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PARENT 71-  
D-U-N-S 72-  
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DEFINITION OF "AFFIRMATIVE ACTION" FOR WOMEN

Affirmative Action for women is a plan or activity designed to equalize employment opportunities and broaden career options for women. These activities mean that employers take special measures that go beyond existing anti-discrimination and equal pay laws. These measures are designed to eliminate barriers that have restricted women to a narrow range of occupations.



APPENDIX B

List of Counties Constituting  
The Five Planning Regions of Ontario

Region 1 - EASTERN ONTARIO REGION

- 1) Dundas
- 2) Frontenac
- 3) Glengary
- 4) Grenville
- 5) Hastings
- 6) Lanark
- 7) Leeds
- 8) Lennox & Addington
- 9) Ottawa-Carleton
- 10) Prescott
- 11) Prince Edward
- 12) Renfrew
- 13) Russell
- 14) Stormont

Region 2 - CENTRAL ONTARIO REGION

- 1) Brant
- 2) Dufferin
- 3) Durham
- 4) Haldimand
- 5) Haliburton
- 6) Hamilton
- 7) Muskoka
- 8) Niagara
- 9) Norfolk
- 10) Northumberland
- 11) Ontario
- 12) Peel
- 13) Peterborough
- 14) Simcoe
- 15) Toronto
- 16) Victoria
- 17) Waterloo
- 18) Wellington
- 19) Wentworth
- 20) York

Region 3 - SOUTHWESTERN ONTARIO REGION

- 1) Bruce
- 2) Elgin
- 3) Essex
- 4) Grey
- 5) Huron
- 6) Kent
- 7) Lambton
- 8) Middlesex
- 9) Oxford
- 10) Perth

Region 4 - NORTHEASTERN ONTARIO REGION

- 1) Algoma
- 2) Cochrane
- 3) Manitoulin
- 4) Nipissing
- 5) Parry Sound
- 6) Sudbury
- 7) Timiskaming

Region 5 - NORTHWESTERN ONTARIO REGION

- 1) Kenora
- 2) Rainy River
- 3) Thunder Bay





## APPENDIX C

### Criteria for Formalization of Affirmative Action Activities

In order to determine a firm's involvement in formalized and non-formalized Affirmative Action activities, criteria were established by the Women's Bureau Questionnaire (Appendix A.)

Criteria: Three elements (and/or levels) of firms's involvement were considered. They included:

- Intention
- Commitment and
- Action

#### Numerical Value (Points):

Obvious Intention, Commitment and Action	- 5
Probable Intention, Commitment and Action	- 4
Probable Commitment and Action	- 3
Possible Commitment and Action	- 2
Action only	- 1

#### Numerical Value Assigned to Questions:

Q.4 (a)	- 10 points	
(b)	- 6 points	
Q.5 (a)	- 5 points	(g) - 4 points
(b)	- 2 points	(h) - 2 points
(c)	- 5 points	(i) - 2 points
(d)	- 2 points	(j) - 4 points
(e)	- 4 points	(k) - 3 points
(f)	- 1 points	

While the weighting of questions was basically subjective, selection was based on the knowledge and experience of the Affirmative Action Consultants pertaining to affirmative action planning and common practices among employers. For example:

Q. 5 (f): "Introduced a Policy of Collecting and Distributing Material Pertaining to Women's Issues"

- While this indicates an activity, neither intention or commitment is inherent, therefore, assigned 1 point;

(g) "Examined and Revised Company Printed Matter, Job Titles, etc. to Remove Possible Sex Bias

- This indicates an awareness of a problem, a probable intention to correct it and the commitment to action, therefore, assigned 4 points

Q. 4 (a) was given a value of 10 points because that action indicates the first step of a committed approach to a formal program. By heavily weighting this section, it was felt that those companies who were in the initial stages of formalizing a program would have a better chance of inclusion.



Q. 4 (b) While this can be as important a measure as Q.4(a), there is a risk here of misinterpretation by the respondent, i.e., a "Career Development Program Designed Specifically for the Advancement of Women" may be perceived as a work-training program offered to both men and women and designed to increase skills at present job level.

A cut-off point of 20 out of a possible 50 points was selected on the grounds that, as in the case of Q.4(a), it would include those companies who were in the initial stages of formulating an Affirmative Action program and that point would make allowance for a mixed bag of activities.

Therefore, companies are classified according to their placement in the following point spread:

Non-Formalized Affirmative Action Establishments	00 - 20 points
Formalized Affirmative Action Establishments	21 - 50 points









